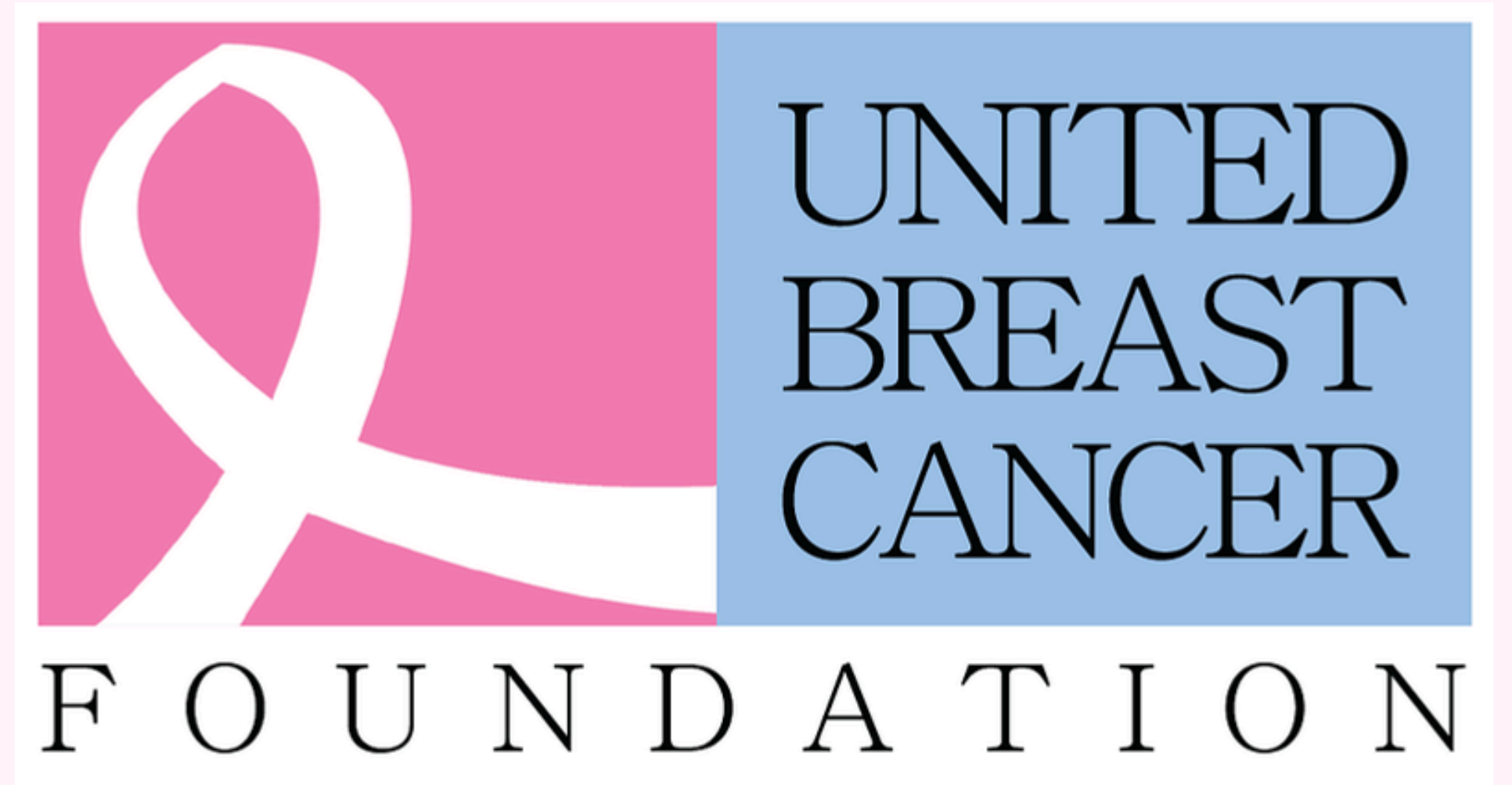




# ANNUAL REPORT

FY 2024





# Mission Statement

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UBCF's mission is to make  
a positive difference in  
the lives of those affected  
by breast cancer.



# In Service of Audrey B. Mastroianni



Founded in October 2000, the United Breast Cancer Foundation (UBCF) is a platinum-rated 501(c)(3) nonprofit. Originally a grassroots organization in New York, UBCF focused on supporting low-income, uninsured, and underinsured individuals. By 2005, the foundation expanded its services nationwide. Headquartered in Huntington Station, NY, UBCF now provides life-supporting programs to women, men, and families across the country.

Since 2001, UBCF has been led by President & Executive Director, Ms. Stephanie Mastroianni. Stephanie's leadership is deeply personal, shaped by the loss of her mother, Audrey Beverly Christy Mastroianni (pictured left), who passed away from breast cancer at 42.

Stephanie is deeply inspired by her mother's courage and grace, which continues to impact the thousands of clients UBCF serves. This daily reminder fuels her passion and reinforces the importance of our work—transforming lives and making a meaningful difference.

UBCF is deeply committed to honoring Audrey's memory by upholding our mission, delivering impactful programs, and providing exceptional care to those we serve.



# Letter From the President

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**As we reflect on 2024, I am filled with profound gratitude for the dedication of United Breast Cancer Foundation's supporters, partners, board, and staff.**

Together, we continue to strengthen our mission and expanded our capacity to serve individuals and families affected by breast cancer nationwide. More than two decades ago, UBCF began as a small organization with an annual budget of \$25,000. Today, with revenue of \$24+ million, we stand as a national leader in providing meaningful, practical, and life-enhancing support.

**This year marked significant operational and programmatic milestones.** We made strategic investments such as securing a dedicated facility in Arkansas, streamlined our operations, enhanced the efficiency of our Gift-in-Kind distribution, fundraising activities, and programmatic operations. We also expanded vital partnerships and launched The Wish Fund in honor of my dear friend and board member Lauren Brohm who passed unexpectedly in 2023.

As we look ahead to UBCF's 25th anniversary in 2025, we remain committed to strengthening our programs, diversifying revenue, and enhancing our reach so that more individuals and families can receive the support they deserve. I am so proud of the progress we have made and grateful for all who have played a part in advancing UBCF's mission. **Thank you for your continued trust, partnership, and commitment to helping those facing breast cancer find comfort, connection, and hope.**

*Stephanie*

Stephanie Mastroianni, President & Executive Director



- **New Arkansas Facility:** Centralized operations for UBCF's Network of Giving, Program and Fundraising.
- **Network of Giving Program:** Distributed over \$19.8 million FMV in goods; 68 active charity members, 77% of which are breast cancer organizations.
- **Financial Grant Programs:** Provided \$884,000+ in grants supporting 1,768 individuals.
- **Events & Partnerships:**
  - Co-branded Pink Bag Events with Brookfield Properties at 30 locations, distributing \$2.5 million in products to support 4,500 individuals.
  - Two Rhode Island Mattress & Pink Bag Events distributing over \$2.8 million in support.
  - Two Louisville, KY Pink Bag Events
  - Open Doors shopping at UBCF NY Headquarters
- **Holiday of Hope Premiere Gala:** More than 235 attendees, including 27 UBCF breast cancer clients.
- **Recognition:** Candid Platinum Seal of Transparency and 4-Star rating with Charity Navigator.
- **Launch of The Wish Fund:** New program honoring Lauren Brohm to support families facing stage IV metastatic breast cancer.





# What is Breast Cancer

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Breast cancer is a type of cancer that forms in the cells of the breast. It occurs when abnormal cells in the breast grow and divide uncontrollably, forming a tumor. These tumors can vary in size and can spread to other parts of the body (metastasis) if not detected and treated early.

There are several types of breast cancer, which can develop in different parts of the breast and behave differently. The most common types include ductal carcinoma in situ (DCIS), invasive ductal carcinoma, invasive lobular carcinoma, inflammatory breast cancer, and triple-negative breast cancer, among others.

Factors that can increase the risk of developing breast cancer include age (risk increases with age), family history of breast cancer, inherited gene mutations (such as BRCA1 and BRCA2), personal history of breast cancer or certain non-cancerous breast diseases, radiation exposure, hormone replacement therapy, obesity, and alcohol consumption.

Treatment for breast cancer depends on the type, stage, and characteristics of the cancer, as well as the person's overall health and preferences. Treatment may include surgery (such as lumpectomy or mastectomy), radiation therapy, chemotherapy, hormone therapy, targeted therapy, immunotherapy, or a combination of these approaches.

Some people may choose to explore alternative treatments such as acupuncture and acupressure that stimulate specific points on the body, nutritional therapies (specific diet, juicing, etc.), mind-body therapies such as yoga and guided imagery, energy therapies like Reiki and Qigong, or hyperbaric oxygen therapy. Integrative oncology, which combines conventional treatments with evidence-based complementary therapies, may offer a balanced approach to supportive care during cancer treatment.







# UBCF Answers the Call

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United Breast Cancer Foundation's mission is to make a positive difference in the lives of those affected by breast cancer.

While our mission seems simple and straightforward, it requires substantial effort to achieve, and we cannot do it alone. For nearly 2.5 decades, UBCF has worked diligently to Answer the Call for HELP and HOPE. Thousands of people turn to UBCF every year seeking support, longing for their prayers to be answered, and hope to be restored. And year after year, thanks to the very generous support of our donors, sponsors, and collaborators, UBCF continues to say, “YES! We’re here for you.”

## How do we do what we do?

No one should have to face breast cancer alone. Financial barriers, inequality in access to care, and inadequate support are all significant challenges for those affected by breast cancer.

UBCF works to fill in the gaps of cancer care through education, providing high quality donated products to help patients, survivors, and families in their time of need, awarding financial help with early detection services, treatment, recovery, holistic therapies, cost of living, and support for kids. These solutions provide hope and help when people need it most.

We offer support to women and men during every stage of their journey: from education and early detection screenings, diagnosis, and managing treatment, to “no evidence of disease”, or managing a recurrence.

UBCF supports our clients with financial grants and helpful gifted products like clothing, shoes, personal care products, toys and clothing for kids, household items and decor, and even restorative mattresses.



# Driven by Heart, Distinctly UBCF

**From comprehensive care to national reach, discover the unique qualities that make UBCF a standout in the nonprofit space.**

- UBCF offers various program services, available to all regardless of age, race, gender, ethnicity, or medical insurance coverage.
- UBCF offers superior client care - applicants are guided through each step of the way and receive follow-up support as needed. Our clients are people - not numbers.
- People are welcomed and encouraged to apply for assistance through more than one program at a time.
- We know cancer impacts the entire family - UBCF's program services support family members as well as patients.
- UBCF's Network of Giving Program offers helpful, quality donated products like clothing, shoes, personal care products, makeup, items for kids, and even restorative mattresses. Our gifts lift spirits and shine a beacon of hope for so many, especially when funds are limited and purchasing new items is out of the question.
- UBCF's financial grants are generous - the average Individual Grant award is nearly \$1,150!
- UBCF works diligently to reduce overhead to ensure that a greater percentage of donated funds reach those in need. As of UBCF's most recently reported fiscal year, 84.6% of UBCF's expenses are program service related.







# Network of Giving: Uplifting Lives

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## **Supporting Cancer Patients, Survivors, families, and Community Partners**

The UBCF Network of Giving Program is a cornerstone of our mission-centric activities, providing tangible support and uplifting experiences for individuals impacted by breast cancer, as well as approved Charity Members - nonprofits doing essential work in their communities. Through this program, UBCF distributes high-quality, donated in-kind goods, including:

- Clothing and shoes
- Personal care and beauty products
- Home goods, linens, pillows, and decor
- Therapeutic mattresses
- Items for children and families - and more!

Cancer impacts more than the patients - it touches families, friends, and communities. Many people face financial and emotional challenges that make purchasing basic necessities difficult. The UBCF Network of Giving Program not only provides essential items, but also lifts spirits, offers dignity, and creates a sense of community and hope for those navigating a challenging journey.

UBCF makes each event meaningful. Beneficiaries are treated like royalty, with thoughtful, personalized experiences that honor their courage and resilience. From careful selection of items, to curated distribution, the experience is designed to make recipients feel valued and supported.

Managing the UBCF Network of Giving Program requires meticulous planning and oversight. UBCF manages the collection, storage, and distribution of thousands of donated goods while ensuring compliance with all regulatory requirements for in-kind donations. The result is a seamless, dignified experience for beneficiaries and a reliable, transparent process for donors.

UBCF's commitment to efficiency ensures that more resources go directly to those in need. Donated items, program oversight, and volunteer efforts are coordinated to maximize impact—turning generosity into transformative support for cancer patients, survivors, families and Charity Members.

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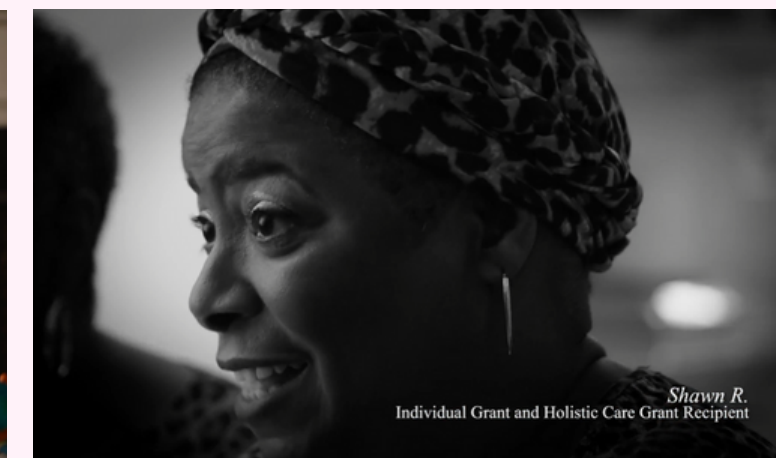
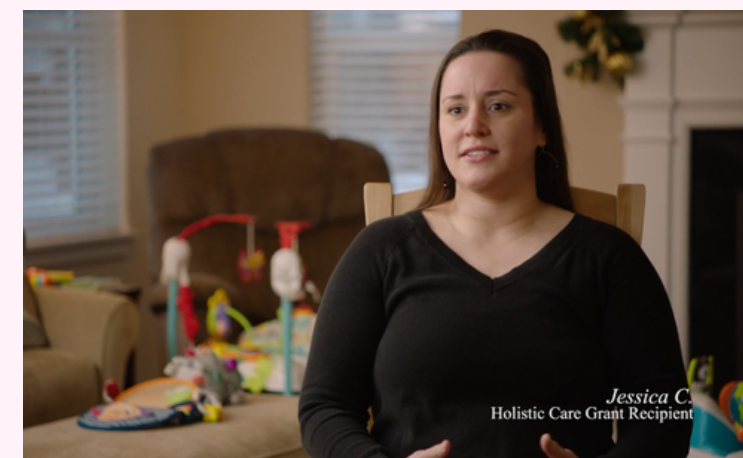


# Comprehensive Programs, Real Support

United Breast Cancer Foundation is committed to supporting patients, survivors, and families at every stage of the breast cancer journey.

Our eight core programs are designed to meet the diverse needs of those we serve - providing financial relief, emotional support, education, community, opportunities for healing, and renewed hope.

Together, these programs create a comprehensive and compassionate spectrum of care that reaches individuals and families nationwide.





# Patient & Family Programs

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## Audrey B. Mastroianni College Scholarship

Created in honor of Audrey B. Mastroianni, an advocate for education and lifelong learning, this scholarship supports college-bound students who have lost a parent to breast cancer. UBCF helps these resilient young adults transform their higher-education aspirations into reality, honoring both their achievements and their parent's legacy.

## Breast Reconstructive Surgery

UBCF recognizes the physical and emotional hurdles women face following a mastectomy. For many, breast reconstruction is an essential step toward healing and regaining confidence. Through this program, UBCF provides financial assistance to make reconstructive surgery accessible, empowering survivors as they move forward.

## Breast Screening Program

Early detection saves lives. UBCF's Breast Screening Program offers financial support for free or low-cost screenings, including mammography, ultrasound, and thermography, to women and men nationwide. Open to all, regardless of diagnosis history, this reimbursement-based program ensures that cost is never a barrier to proactive breast health.

## Child Sponsorship Program

A breast cancer diagnosis affects the entire family - especially children. UBCF's Child Sponsorship Program provides direct support to children 18 and under whose lives are impacted by a parent's diagnosis. From essential needs to emotional well-being, UBCF helps ensure that children receive care and stability during a challenging time.





# Patient & Family Programs

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## Community Service Program ~ Network of Giving | Organizational Grants | Educational Campaigns

UBCF works to not only assist patients, survivors, and families, but to support the community by increasing awareness of breast cancer, health and wellness. We achieve this through educational campaigns, distributing gift-in-kind donations and partnering with other charitable organizations to further extend UBCF's mission and reach. UBCF believes that communities are stronger, healthier, and better together!

## Holistic Care Program

Breast cancer treatment is not one-size-fits-all. UBCF's Holistic Care Program supports patients who choose to complement traditional medicine with holistic and integrative therapies. By helping cover the cost of services often excluded from insurance, UBCF ensures clients can pursue whole-person healing during and after treatment.

## Individual Grant Program

Every patient's journey is unique. UBCF's Individual Grant Program provides personalized, needs-based assistance to help ease the broad financial impact of breast cancer. From medical expenses to housing and essential household needs, UBCF supports both patients and their families, addressing the realities that accompany a diagnosis.

## The Wish Fund

Launched in 2024, The Wish Fund was created in memory of our beloved colleague, Lauren Brohm, who dreamed of giving families facing stage IV metastatic breast cancer the chance to experience the joy of a meaningful vacation. This special program offers financial support for travel and experiences, allowing families to step away from daily hardships, create lasting memories, and find moments of peace.







# Rhode Island Mattress & Pink Bag Events

## UBCF Hosted two incredible Mattress & Pink Bag Events® in Rhode Island!

Warwick, Rhode Island, April 27<sup>th</sup> ~ “Gifts of Comfort & Hope”

The UBCF “Gifts of Comfort and Hope” Mattress & Pink Bag Event, held on April 27 at the Warwick Mall in Warwick, Rhode Island. This heartwarming event, overflowing with generosity and camaraderie, served nearly 250 breast cancer patients and survivors, distributed over 150 therapeutic queen size mattresses, and gifted an incredible \$1.8+ million worth of donated items. The event was more than just gifting helpful and supportive items, it ignited a renewed spirit of hope, and delivered a powerful message to those affected by breast cancer – they are not alone on this journey.

Stephanie Mastroianni, UBCF’s Executive Director, driven by her mother’s memory and a desire to bring comfort and support to breast cancer patients and survivors shared, “There is a lot of love here. It’s nice to bring people together and it’s all walks of life because cancer has no bounds. The event brings them together and what they’ve been through, so it feels good to bring a sense of community.” She continued, “The tangible things are what brings [people] here, but I think they leave with a whole different sense in their heart and soul.”







# Rhode Island Mattress & Pink Bag Events

Warwick, RI - "Gifts of Comfort & Hope"







# Rhode Island Mattress & Pink Bag Events

Coventry, Rhode Island, September 28th ~ “Fall Into Comfort & Care”

UBCF returned to Rhode Island in September to welcome over 185 breast cancer patients and survivors to the Fall Into Comfort and Care Mattress & Pink Bag Event® where more than \$1 million worth of helpful donated products, clothing, shoes, personal care, household items, restorative mattresses and more were gifted for FREE!

Rose, an event attendee shared, *"I would like to thank everyone for their kindness and generosity. We had so much fun shopping and the mattress is so comfortable. The ice cream was delicious! May god bless you and everyone who donated their time to make this event as wonderful as it was to support breast cancer!"*

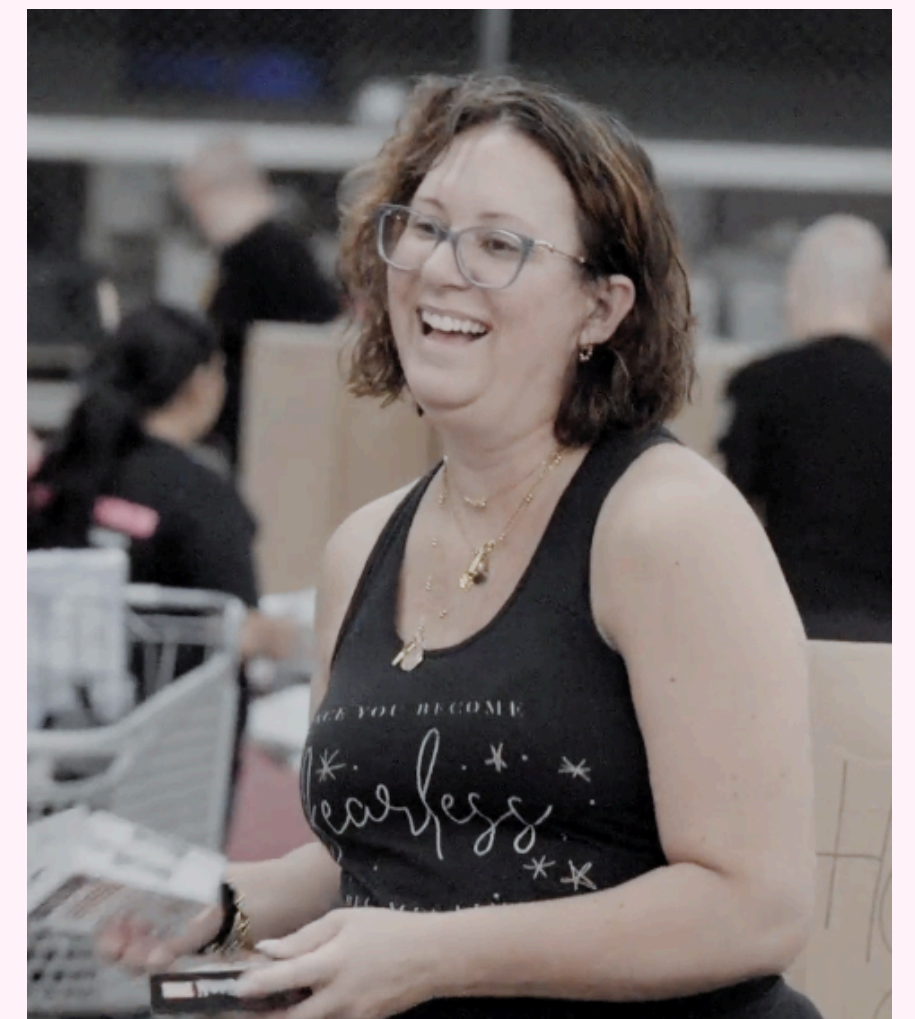






# Rhode Island Mattress & Pink Bag Events

Coventry, RI, September 28th ~ “Fall Into Comfort & Care”







# Huntington Station, NY Pink Bag Shopping

Huntington Station, NY, March 23 - 27 ~ “Spring Pink Bag Event®”

UBCF hosted its multi-day Spring Pink Bag Event at our Huntington Station headquarters. Marking the long-awaited return of in-person events in NY post-covid, we welcomed 116 breast cancer patients and survivors for a celebration of hope, empowerment, community and goodies!

The event offered attendees a unique and uplifting experience. Each guest received personalized assistance in choosing gifts for their breast cancer journey from a curated selection valued at nearly \$1,125,000. From cozy clothes and pampering beauty products to household essentials and even toys for loved ones, the Pink Bag selections aimed to bring a touch of comfort and joy to those facing breast cancer.

Kathleen expressed her delight, *“I attended this event and had not smiled so much in a long time. The ladies were such a joy to work with, made me feel special. I received so many lovely things; skin care, hair care products, clothing, sneakers, household items, etc. So many items and surprise gifts! My princess day. Thank you thank you.”*







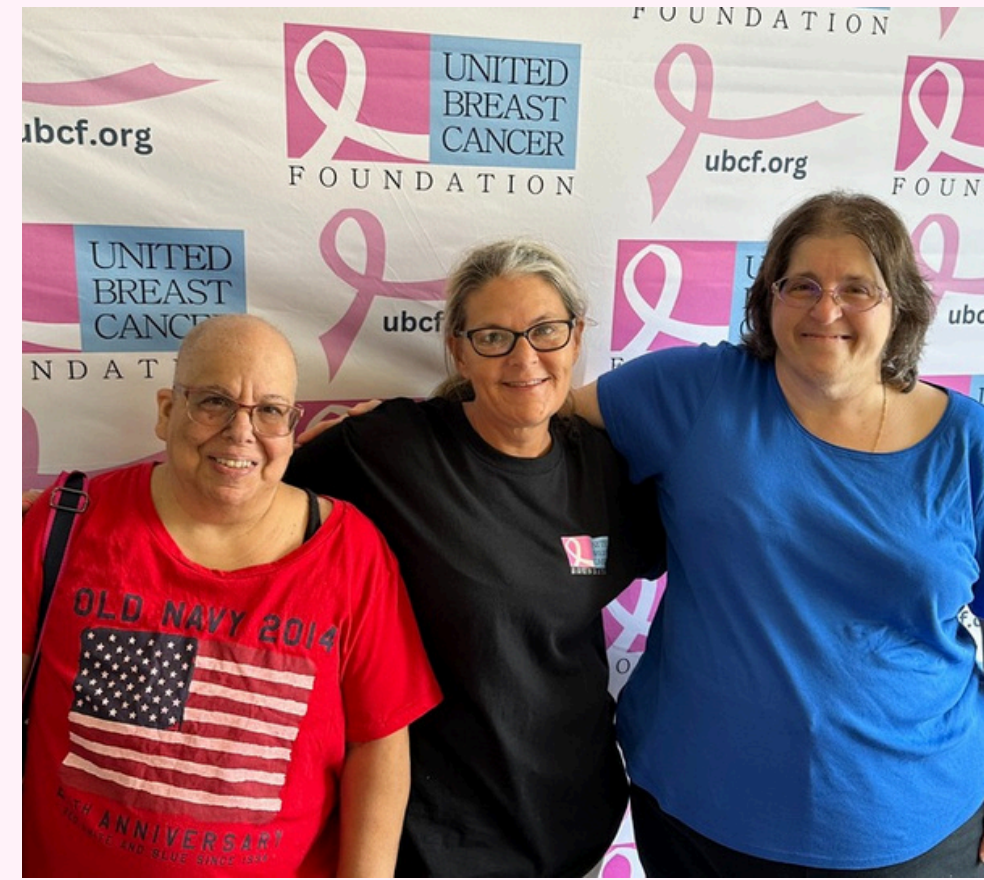
# Huntington Station, NY Pink Bag Shopping

## Huntington Station, NY “Open Doors Pink Bag Shopping”

UBCF hosted numerous Pink Bag Events® at our Huntington Station Headquarters serving hundreds of people throughout the year. Pink Bag Shopping is free and open to breast cancer patients and survivors! We provide essential items like clothing, shoes, skin care, mattresses and more!

Doreen shopped with us and had such kind words to share: *“Many thanks to everyone who worked the Huntington Pink Bag Day event. I was so overwhelmed with all of your love & attention. I had a fun day “shopping” for goodies & taking my mind off of my treatments... A huge Thank you for the... mattress! That was a total surprise & a much needed item for me. It’s a total comfort for me to get in bed now. I will never forget the love & generosity of the United Breast Cancer Foundation & how special you all made me feel.”*

MaryAnne attended with her friend Theresa, and shared, *“What a lovely experience and it was so much fun. The girls were absolutely amazing and wonderful. They went above and beyond to help. We had alot of fun and alot of laughs. Thank you so much for this.”*







# Louisville, Kentucky Pink Bag Events®

## UBCF Supported the Breast Cancer Community With Two Pink Bag Events® in Kentucky

### Louisville, KY, October 17 - 20 ~ Fall Pink Bag Event®

UBCF brought out beloved Pink Bag Event back to Louisville for a multi-day event where we provided a gifted shopping experience to more than 140 patients and survivors. During the four day event. UBCF distributed nearly \$1.3 million in donated items like housewares, personal care items, clothing, items for kids and more.

### Louisville, KY, December 6 - 7 ~ Holiday Pink Bag Event®

The Pink Bag Event returned to Louisville for a two days in December, gifting the breast cancer community generous and helpful items for the holidays. More than 115 patients and survivors attended the event and received over \$600,000 in donated items!

*“Thank you doesn’t seem like enough... Wow 🌟 I truly have been blessed with the kindness and generosity of UBCF..! I have not had the best of weeks this week so being pampered with a personal shopper and showered with such cool gifts really lifted my spirit. it’s been a blessing that is hard to put into words. Your organization truly makes such a difference to all of us. I was able to bring my aunt last night who was diagnosed last year and we had the best time... ❤️ Thanks to the whole team at UBCF for truly making a difference.... Thank you, thank you, thank you ALL! God bless you. -Katrina”*





# Louisville, Kentucky Events







# In Memory of Lauren Brohm



UBCF is honored to celebrate the memory and legacy of our dear colleague and board member, Lauren Brohm, who passed unexpectedly in November, 2023. Lauren’s unwavering dedication and passion have left a lasting impact on UBCF and all who had the privilege to know her. Her generosity of spirit and her drive to bring joy to others continue to inspire our work every day.

Lauren played a pivotal role in strengthening UBCF’s mission, particularly through her efforts in expanding the Network of Giving (Gift-in-Kind) Program. Today, as our largest program, its reach and success stand as a testament to Lauren’s vision, passion, and dedication. Her belief in delivering “Gifts of Comfort and Hope” remains woven into the fabric of all we do.

Lauren was also a devoted wife and loving mother, whose family meant everything to her. To honor her extraordinary life and values, UBCF established the **Lauren Brohm Legacy Award**, presented annually to an employee, board member, or volunteer who exemplifies her hallmark qualities: a positive, can-do attitude; perseverance; hard work; and a joyful spirit - even in challenging times.

Each year, we will honor Lauren's memory during UBCF's annual **Holiday Give Campaign**. The holiday season is one of Lauren's favorite times of year and she especially loved delivering surprise gifts to struggling families.

In keeping with Lauren’s vision, UBCF developed a new program, **The Wish Fund**, created to fulfill her dream of supporting families facing stage IV metastatic breast cancer. Lauren envisioned a fund that would provide families with the opportunity to enjoy meaningful experiences together—particularly the chance to step away from the demands of treatment and share the joy, rest, and connection that a special trip can provide.

The Wish Fund provides financial support to families affected by stage IV metastatic breast cancer, enabling them to create lasting memories through travel and shared experiences. These opportunities offer respite from the daily challenges of cancer, fostering hope, renewal, and precious moments of togetherness.

Although Lauren is deeply missed, her legacy lives on through every family touched by these programs. Her spirit of compassion continues to guide UBCF as we work to bring comfort, joy, and hope to those who need it most.



# The Wish Fund

This year, we proudly introduced our eighth program, **The Wish Fund**, in memory of our cherished colleague, Lauren Brohm, who passed away in 2023. Lauren believed in creating moments of joy for families facing stage IV metastatic breast cancer, and her spirit lives on through this program. The Wish Fund allows us to provide financial support for meaningful travel and special experiences, giving families the chance to pause, reconnect, and build treasured memories during an incredibly challenging time in their lives.

Our inaugural Wish Fund experience was granted to longtime UBCF client and volunteer, Kendra Schutte, along with her husband and two children. In December, we sent the Schutte family to New York City for a magical holiday getaway filled with a Broadway show, family dinners, sightseeing, and time spent with fellow UBCF patients and survivors. Seeing the joy and comfort this trip brought to Kendra's family strengthens our resolve to carry Lauren's legacy forward and create more meaningful, life-enriching experiences for families facing stage IV metastatic breast cancer.



*The Wish Fund*

"Special thanks goes out to all UBCF staff for allowing me and my family a special weekend in New York before I start Chemo... The fact that I could do this trip with my whole family was nothing but priceless."  
~ Kendra Schutte,  
The First UBCF Wish Fund Recipient

[ubcf.org/the-wish-fund/](https://ubcf.org/the-wish-fund/)





# Danielle's Story

**Meet Danielle**, a young and vibrant woman in her 30's living on disability in Los Angeles and a single mother to her precious son. Diagnosed with **Stage 3 ER+ / HER2-negative Breast Cancer** in March 2023, Danielle has been navigating treatment while also managing a serious heart condition that required open-heart surgery for a valve replacement. The emotional, physical, and financial strain has often felt overwhelming. ***"I've faced so much at once that there were days I didn't know how I would keep going,"*** she shared.

Throughout her journey, UBCF has been a steady source of compassion, stability, and hope. ***"I cannot say enough wonderful things about the United Breast Cancer Foundation (UBCF). They have been a lifeline for me during some of the most challenging moments of my life,"*** Danielle said.

UBCF first supported Danielle in 2023 with an Individual Grant that helped her cover essential housing expenses during an incredibly difficult period. This early support provided crucial stability. ***"Knowing there are people and organizations out there like UBCF gives me hope and reminds me that I am not alone,"*** she said.

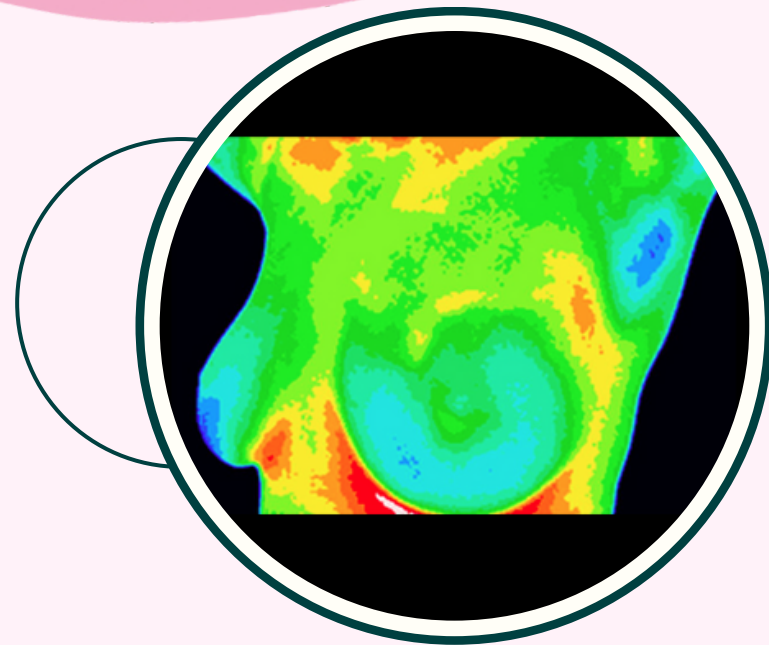
This year, UBCF continued to stand with Danielle - awarding her a Holistic Care grant, giving her access to somatic therapies, nervous system regulation work, and massage sessions. These services supported both her physical healing and emotional resilience. UBCF also offered thoughtful gestures of encouragement, including a generous holiday gift card that arrived at the perfect moment. ***"Whether it was assistance during a time of urgent need or the thoughtful gift card they just sent me for Christmas, their kindness and generosity have brought light to my life when I needed it most,"*** she shared.



For Danielle, UBCF's impact goes far beyond material support. ***"Knowing there are people and organizations out there like UBCF gives me hope and reminds me that I am not alone,"*** she said. ***"You've not only provided much-needed resources but also a sense of comfort and community. I am forever grateful for all you've done and continue to do!"***



# Love Notes



Connie

## *Breast Screening Program*

Connie, a retired OR nurse, has seen firsthand the impact of breast cancer. After years of mammograms for fibrocystic breast tissue, she discovered thermography, a screening she felt was safer but her insurance didn't cover it. Connie turned to UBCF for support. She shared: *"I heard about UBCF through a Facebook comment and was impressed with the assistance they offer women and men for breast screenings, treatments and community programs. Thank you again for the generous grant and for all you do to help others!"*



Lidia

## *Individual Grant Program*

Lidia is a 40 year young wife and mother of two boys, who also cares for her elderly mother while navigating her own health challenges. Diagnosed with breast cancer in November 2022, Lidia's family has faced multiple serious health issues over the years, including her husband's lymphoma. Managing medical bills, unexpected expenses, and daily living costs left the family under significant financial strain. Lidia received support to help cover a looming bills, bringing relief to her household. Lidia shared, *"I was very blessed to receive financial assistance that help me tremendously with my unpaid bills. Thank you so very much for helping individuals going through this fight!"*



Sara

## *Mattress & Pink Bag Event*

*"I'm so thankful for the United Breast Cancer Foundation. The organization has provided so many different items to me and other breast cancer warriors during in-person events. There's not a day that goes by that I don't use or wear something I have received from UBCF. Getting a good night's sleep with a Temperpedic mattress, clothing, shoes, hair and makeup products and much more. So much of a breast cancer warrior's income is spent on prescriptions, co-pays, insurance deductibles, the items received from UBCF help relieve that burden. Thank you again for all you do for breast cancer warriors, especially those in my community."*





# Love Notes



Alisha

*Holiday Give*

“When I received my breast cancer diagnosis, I felt completely lost and overwhelmed. But the support I found at UBCF was a lifeline. Ms. Bonnie and team has truly been a Godsend. Thanks to their dedication and support, I am now able to heal and enjoy my Holiday with my family without stress. I am deeply grateful for this gift!”



Allison

*Mattress & Pink Bag Event*

“UBCF has been a blessing to me while battling breast cancer. They are the most caring individuals who work tirelessly to improve the lives of breast cancer patients. The pink shopping day event gave me something to look forward to. There was excitement everywhere in the building !! The staff made me feel like a VIP for the day. I will be forever grateful to UBCF and their donors. These dedicated individuals, made a huge difference in my breast cancer journey. They have helped me maintain a positive attitude, knowing they care. I can focus on healing due to their generosity.  
Much love to everyone at UBCF!!❤️❤️❤️”



Yocinthia

*Holiday Give*

“I would like to start off by letting you know how grateful 🙏 I am. I was sitting in a chair today contemplating on how am I going to buy food and pay some of my bills at the same time. I said to GOD, I'm just going to trust you and THANK YOU in advance. Right after I said thank you, I receive an email with a Visa Card! I immediately started crying... My road to recovery has been rocky... I just completed my 11th surgery and still one more to go. I TRULY know that your agency really is filled with "MIRACLE WORKERS"!....  
Thank you for all you do... WE LOVE YOU!☺️☺️”





# Sara's Story

## A Much-Needed Getaway

Each year, UBCF selects one breast cancer client to receive a restorative vacation at one of our donated timeshares. This year, Sara, a woman in her 40s diagnosed in May 2023 with triple-positive breast cancer, was chosen for a rejuvenating stay at the Olympic Village Inn in Lake Tahoe. Nestled at the base of Palisades Tahoe, Olympic Village Inn is a tranquil, alpine retreat offering cozy suites, mountain views, and easy access to outdoor adventure - an ideal setting for healing and renewal.

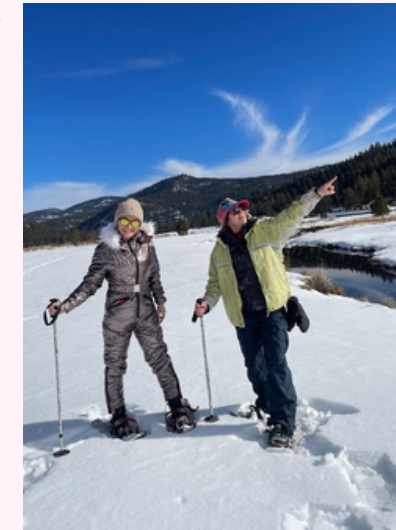
When Sara returned home we asked her about her adventures and she shared, "***It was fantastic!! What a lovely place. I never would have been able to afford such a wonderful place to stay on my own. I made it a girls week, with one girl friend in the first half and another the second half. We all had an amazing time.***"

Sara's connection with UBCF began earlier this year. In her application for support, she wrote, "*I am a hard working, fun-loving, and optimistic woman. I know I will get through this difficult time, no matter the challenges that are thrown in my direction. A grant to help pay my rent for a few months would feel like a glimmering silver lining amidst a dark shadow.*" UBCF awarded her an Individual Grant to assist with rent - support she celebrated with heartfelt gratitude: "***Fantastic news! Thank you for all your assistance through the process and for the additional gifts along the way.***"

Sara also received support through our Holiday Give Campaign with a substantial Visa gift card, sharing, "***Thank you for the generous gift! This is well received. Blessings to your organization.***"

Through financial relief, heartfelt gestures, and a meaningful getaway, UBCF walked with Sara through a challenging chapter - offering comfort and a chance to breathe deeply again.

THANK  
YOU





# Highly Rated, Trusted & Transparent

UBCF is a trusted and transparent charity. A Platinum Seal of Transparency by Candid (previously GuideStar) represents the highest level of transparency, showing the impact UBCF is making over time. UBCF holds the highest 4 star rating with Charity Navigator across 4 assessment areas, so donors can “Give with Confidence”! UBCF is proud to be a participating charity in the Combined Federal Campaign for charitable giving, #77934.

Platinum  
Transparency  
**2024**

**Candid.**

Charity  
Navigator



★ FOUR-STAR ★







# Financial Summary

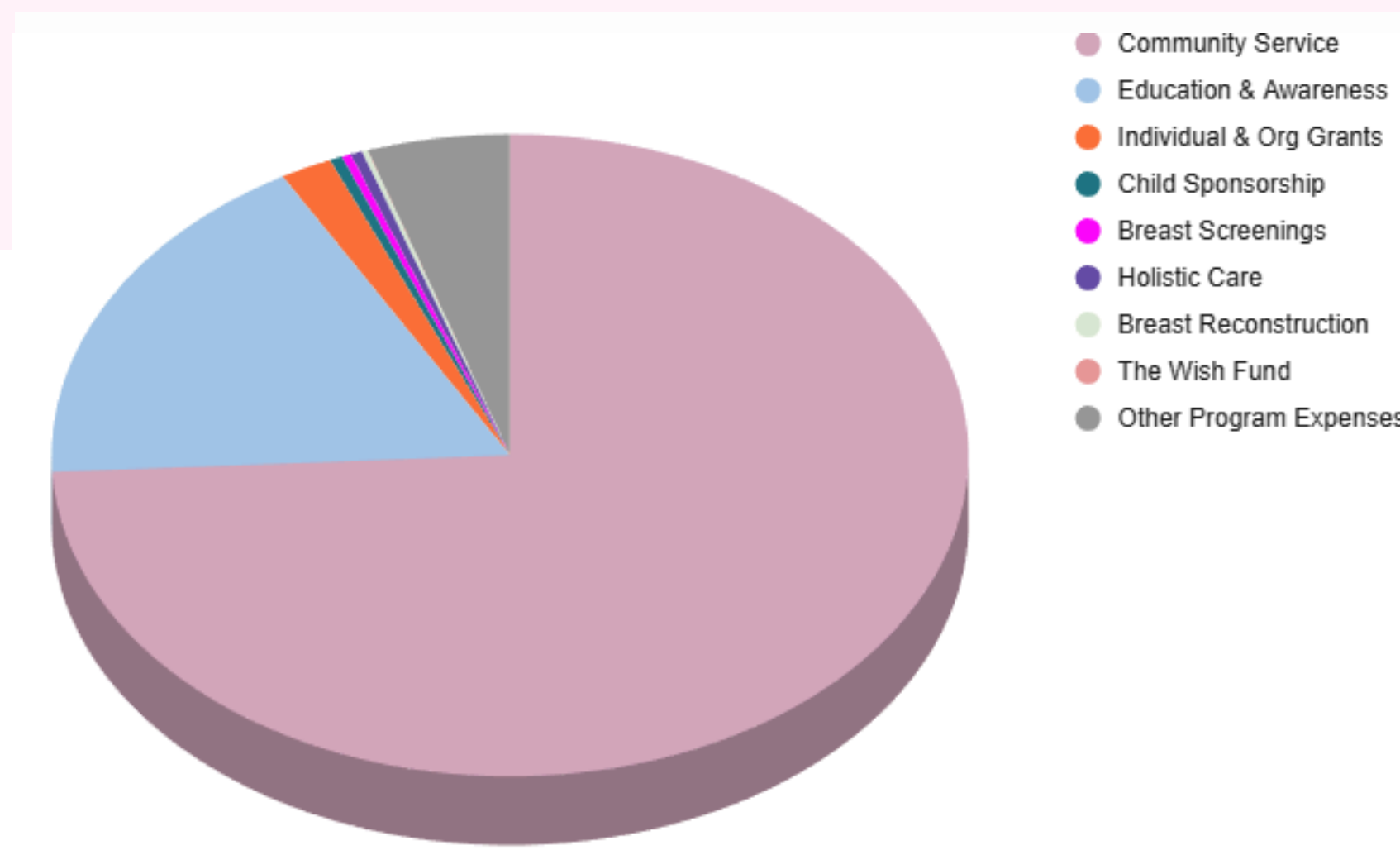
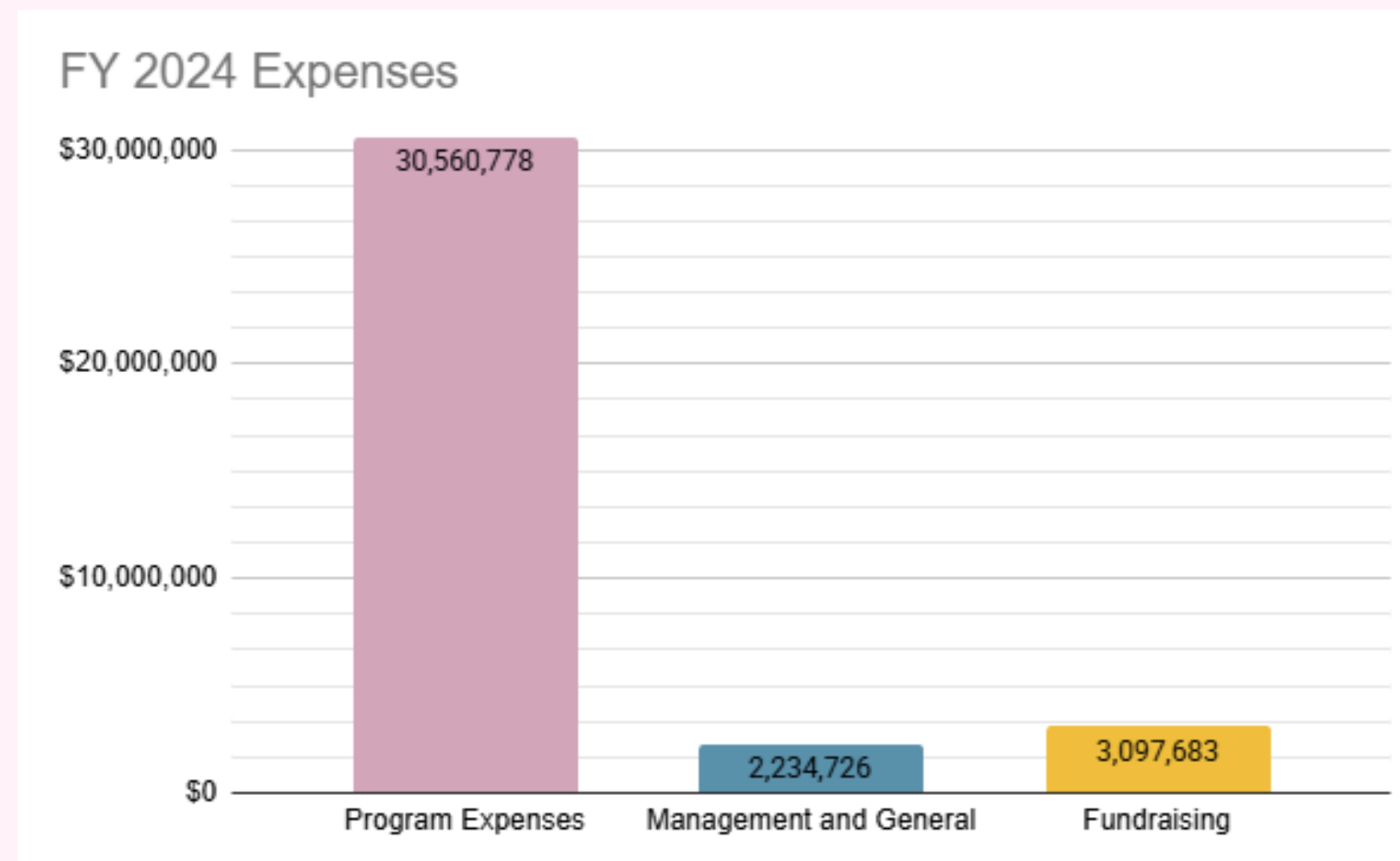
## Snapshot

Total Revenue & other support: \$ 24,061,440

Total Expenses: \$ 35,893,163

Net Assets: \$ 10,102,269

## Program Expense Breakout







# Strategic Expansion for a Stronger Future

This year, United Breast Cancer Foundation took a major strategic step forward by advancing plans to acquire a new property in Jonesboro, Arkansas - the future hub for expanded operations. This initiative reflects our commitment to strengthening infrastructure and centralizing services to better support our mission.

UBCF leadership conducted a comprehensive assessment to ensure the investment aligns with our goals of sustainability, growth, and greater impact. More than a physical location, the new warehouse and facility will centralize key functions, streamline donation logistics, and support fundraising and program services under one roof.

With the projected purchase of the Jonesboro property, UBCF will be better equipped to coordinate national operations: from managing the Network of Giving Program to organizing in-kind donation events, program initiatives, and community outreach. This centralized space will help us and respond more efficiently to growing demand.

This strategic investment underscores UBCF's commitment to long-term growth and meaningful service.







# 2025 ~ Celebrating 25 years of Service!

In 2025, United Breast Cancer Foundation will celebrate its 25th anniversary, marking a quarter-century of support for individuals and families affected by breast cancer.

Throughout FY 2024, UBCF strengthened its capacity to serve, expanding its “Network of Giving,” forging key partnerships, and laying the groundwork for larger-scale outreach initiatives. Collaborations such as Pink Bag Events with Brookfield Properties and the “Warriors Wear Pink” campaign with Nine Line Apparel have expanded the Foundation’s national impact, ensuring more patients, survivors and families receive much-needed support.

Looking ahead to 2025, the new facility in Arkansas will centralize operations, from fundraising and program services to donation logistics, enabling more efficient nationwide assistance.

At its heart, UBCF continues to provide essential support, financial assistance, and community empowerment through programs that deliver therapeutic goods, cover medical and household expenses, and connect survivors and families. As UBCF enters its 25th year, this milestone not only honors past achievements but also propels the Foundation toward greater reach, deeper impact, and continued healing for those it serves.







# Team UBCF

United Breast Cancer Foundation is managed by a dedicated team of seasoned professionals:

Stephanie Mastroianni, President & Executive Director

- Jon Will, Director of Information Technology
- Beth Reichart, Director of Programs & Marketing
- Lauren DelGaudio, Programs Administrator
- Christian Rodriguez, Comptroller
- Nicole Hulse, Executive Assistant & NoG Coordinator
- Derek Tutolo, Call Center Manager
- Amara Martin, Event Coordinator & NY Office Manager
- Mitzi Buske, Shipping Coordinator
- Bonnie McCown, Program Support Specialist
- Aimee Milam, Admin and Program Support
- Danielle Lisko, Administrative Support
- Savannah Whitlach, Donor Relations Specialist
- Maricelda Cruz, GIK Team Lead
- Justin Gudiel Cruz, GIK Team Member







# Board of Directors

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Stephanie Mastroianni, President

John Mastroianni, Treasurer

Michael Cain, Board Chair

Chris Halter

Kendall Merrick

JJ Yeley

Shawn Ciecirski





# Holiday of Hope Premiere Gala

On November 9, 2024, UBCF hosted its inaugural **Holiday of Hope Premiere Gala** at Leonard's Palazzo in Great Neck, NY. The sold-out event welcomed nearly 225 guests and brought together supporters, survivors, and community partners for an inspiring evening of celebration. **Hosted by Vivica A. Fox** with emcee Larry Romano, and talk show host, Todd Wharton on the pink carpet, the Gala honored Lauren Brohm's memory, introduced UBCF's new Wish Fund, created to provide meaningful vacations for families facing Stage IV breast cancer.

Throughout the night, UBCF honored 27 breast cancer patients and survivors, recognizing their courage and resilience. A major highlight included the **presentation of the first Lauren Brohm Legacy Award**, accepted by her husband Kevin and their two young children, in tribute to Lauren's compassion and lasting contributions to UBCF.

The event featured engaging entertainment, a silent and live auction, and strong participation from donors and volunteers, all contributing to a warm and festive atmosphere. Funds raised during the Gala directly support UBCF's programs, including The Wish Fund. **The success of this inaugural event reflects UBCF's deep community support and commitment to expanding meaningful services for those affected by breast cancer.**



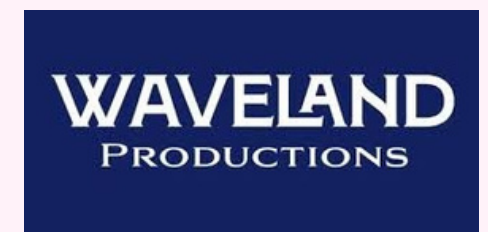


# A Night of Inspiration and Impact





# Thank You Sponsors!



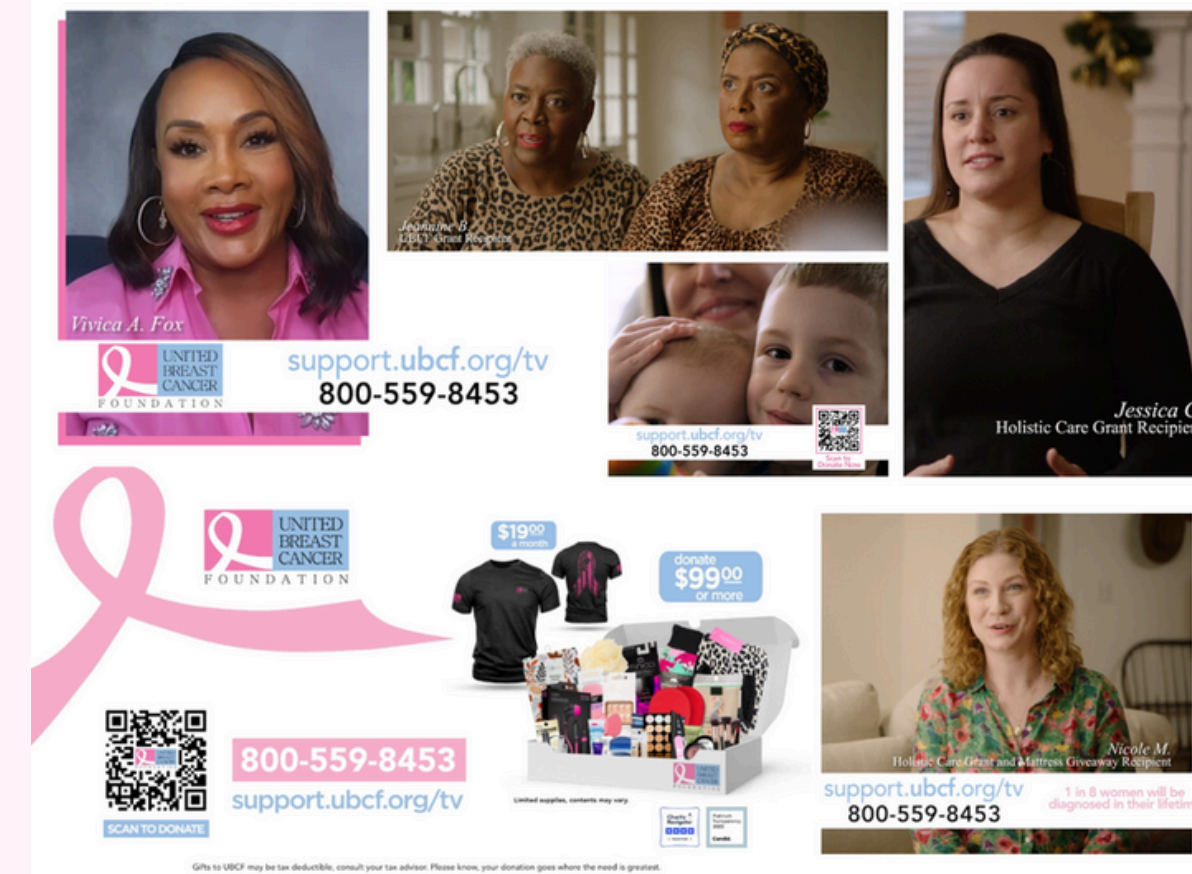
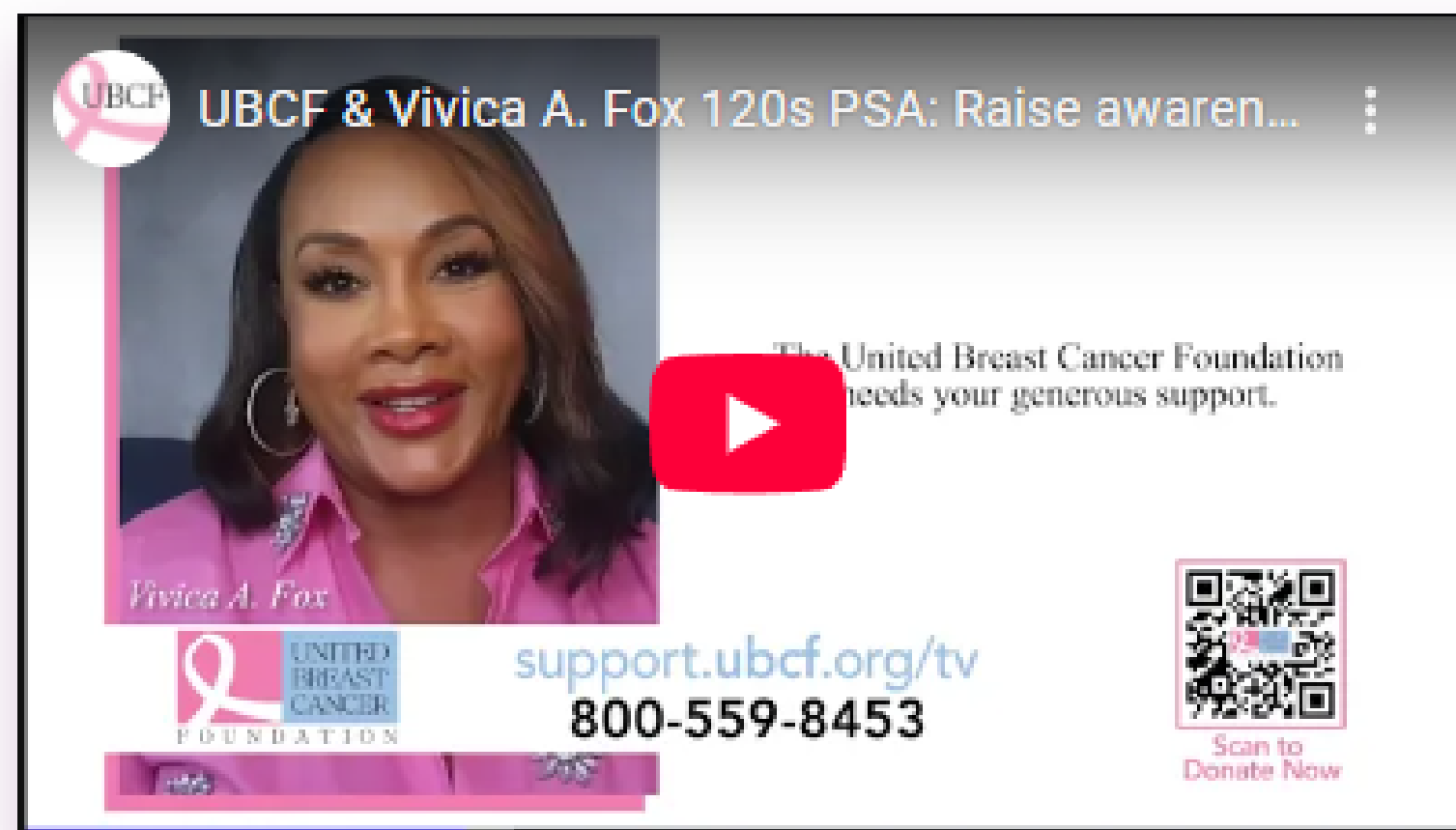


# Spotlight: Vivica A. Fox & UBCF

## A Voice for Support – PSA Campaign

In March 2024, UBCF unveiled a powerful public service announcement featuring actress and producer Vivica A. Fox, whose heartfelt plea called on viewers to support individuals and families affected by breast cancer.

- The PSA includes candid testimonials from UBCF clients who shared their struggles with diagnosis, financial hardship, and treatment.
- Vivica emphasizes resilience and solidarity: “I believe that women are capable of ANYTHING ... It’s a fight, but it’s a fight we can win together.”
- Her contribution was made pro bono, highlighting Vivica’s genuine commitment to UBCF’s mission and program services.
- Thanks to Vivica’s work with UBCF, we continue to provide critical patient and family program services.





# Spotlight: Vivica A. Fox & UBCF

## Vivica A. Fox Hosts UBCF's Holiday of Hope Premiere Gala

On November 9, 2024, UBCF hosted its Holiday of Hope Premiere Gala at Leonard's Palazzo in Great Neck, NY - a night where glamour met mission.

- Vivica A. Fox served as the evening's host, lending her star power and charisma to raise awareness and funds.
- Her warmth and sincerity set the tone: "Your presence ... is a testament to the collective effort ... supporting patients and families affected by breast cancer."
- The event honored more than 27 courageous women, survivors who shared their stories of strength.
- Throughout the night, she engaged with VIP guests, long-time supporters, and survivors honored at the event - offering encouragement, recognition, and genuine connection.
- The gala also launched The Wish Fund, aimed at granting dream vacations to families facing stage IV breast cancer — a highlight Vivica emphasized when speaking with attendees.
- With her hosting role and personal engagement, Vivica helped elevate the emotional core of the evening - raising awareness, funds, and a sense of shared community.

## Making a Difference

Vivica A. Fox has championed UBCF's mission both on-screen and in person. Through the PSA, she shared the real stories of breast cancer patients, raising awareness and inspiring action nationwide. At the UBCF Holiday of Hope Gala, she brought that same passion to life - mingling with survivors, families, and VIP supporters, celebrating their strength and reinforcing the message that no one fights breast cancer alone. Together, these efforts showcase Vivica's dedication to supporting UBCF, giving hope and visibility to those impacted by breast cancer.



UNITED BREAST CANCER FOUNDATION  
HOLIDAY OF HOPE PREMIERE GALA  
HOSTED BY VIVICA A. FOX  
WITH LARRY ROMANO AS EMCEE





# Brookfield Properties

In October 2024, UBCF partnered with **Brookfield Properties** to host 30 Pink Bag Events across retail locations nationwide. These events provided an opportunity to reach breast cancer patients and survivors directly, delivering comfort, care, and essential items while raising awareness during Breast Cancer Awareness Month. The expanded reach allowed UBCF to touch more lives than ever before and strengthen community connections.

## 2024 Highlights

- 30 Pink Bag Events held across Brookfield retail locations nationwide
- Provided care packages to 4,500 breast cancer patients and survivors
- Distributed \$2.5 million in in-kind support, including cosmetics, socks, beauty tools, and practical essentials
- Expanded reach from previous years, engaging more communities and supporters
- Strengthened awareness of breast cancer and promoted comfort and connection for patients

The 2024 Pink Bag Events showcase the impact of meaningful collaboration. By combining UBCF's mission with Brookfield's "Brookfield Cares" initiative, we were able to provide tangible support, comfort, and hope to families facing breast cancer. Each event reinforced UBCF's commitment to deliver not only critical resources but also a sense of community, and empowerment to those we serve.





# Nine Line Apparel

UBCF proudly continued its collaboration with **Nine Line Apparel**, a veteran-owned company, for Breast Cancer Awareness Month. Nine Line released limited-edition designs, including the “Warriors Wear Pink” and Ribbon Flag apparel, giving supporters across the country a meaningful way to stand with those affected by breast cancer and raise awareness about early detection.

## 2024 Partnership Highlights

- Special limited-edition apparel including t-shirts, hoodies, and long sleeves
- Over \$14,000 raised to support UBCF programs
- Portion of proceeds directed to UBCF’s programs
- National visibility and awareness: supporters wear their commitment to breast cancer advocacy
- Engaged a broad audience through a purpose-driven collaboration

This partnership exemplifies the power of connecting purpose with community. Every item sold not only provides critical funding but also strengthens awareness and support for individuals and families affected by breast cancer. Together with Nine Line Apparel, UBCF continues to transform awareness into action, impact, and hope.



[www.ninelineapparel.com/collections/breast-cancer-awareness](http://www.ninelineapparel.com/collections/breast-cancer-awareness)





# NYC Landmark Goes Pink

**Nasdaq Goes Pink!** UBCF lit up Times Square in February with a powerful message of hope and early detection. The iconic Nasdaq Tower displayed a stunning seven-story digital exhibit urging passersby to prioritize breast screening. By transforming a major New York City landmark into a beacon for breast cancer awareness, we highlighted the critical difference that early detection can make - especially for those who face financial or insurance barriers.

This initiative reinforced UBCF's commitment to equitable access: our Breast Screening Program provides life-saving screening services to individuals regardless of age, gender, or insurance status.

The Nasdaq display wasn't just symbolic — it was a call to action to get screened, educate others, and support our mission to ensure that everyone has the chance for a fighting chance.





# Collaborating for Support

UBCF proudly partnered with **LifeVac** during Breast Cancer Awareness Month to raise critical funds and awareness for the communities we serve. LifeVac—a portable, FDA-registered, non-invasive anti-choking device—donated \$10 to UBCF for every Pink LifeVac Travel Kit or Pink Bundle sold in October. This collaboration not only supported breast cancer patients, survivors, and their families, but also promoted choking-prevention education and empowered individuals to protect their loved ones while contributing to UBCF’s mission.



UBCF continued its collaboration with **ACR Poker**, participating in their third annual online charity tournament during Breast Cancer Awareness Month - an event that combined competition, philanthropy, and broad digital reach. Featuring a \$15,000 guaranteed prize pool and livestreamed to thousands on ACR’s Twitch channel, the tournament helped expand UBCF’s visibility and connected our mission with a highly engaged online audience.

UBCF joined forces with **Luvme Hair** through their Wigs for Warriors campaign, an initiative that directly benefits breast cancer patients and survivors. During Breast Cancer Awareness Month, Luvme Hair donated 50 premium human-hair wigs to UBCF, helping women affected by treatment-related hair loss reclaim confidence, beauty, and a sense of self.

By providing these wigs, we offer more than just a cosmetic solution, we provide comfort, strength, and a tangible reminder of dignity to those navigating one of life’s most challenging journeys.







# Get Involved!



## Take action and Make an Impact

Your support fuels UBCF's mission and drives meaningful change in the lives of individuals and families affected by breast cancer. There are many ways to get involved, and every contribution—large or small—helps us expand our reach and deepen our impact. If you have any questions or need assistance with your donation, please contact [GiftProcessing@ubcf.org](mailto:GiftProcessing@ubcf.org).



## Donate Today or Become a Monthly Supporter

Visit [UBCF.org](https://ubcf.org) to make a secure online donation, and consider joining our community of monthly donors. Even a modest recurring gift provides reliable, sustaining support throughout the year. Prefer to give by mail? Donations may be sent to UBCF, P.O. Box 2421, Huntington, NY 11743.

## Create Your Own Fundraiser

Amplify your impact with a Peer-to-Peer fundraising campaign. Whether you're hosting a bake sale, dedicating your birthday, completing a fitness challenge, or organizing a trivia night, your creativity can help raise vital funds. Get started at: [ubcf.org/start-fundraising-campaign/](https://ubcf.org/start-fundraising-campaign/)



## Donate Your Vehicle

Turn your unwanted vehicle into meaningful, tax deductible support. The process is fast, easy, and free. Visit [ubcf.org/vehicle-donation-program/](https://ubcf.org/vehicle-donation-program/) or call **1-844-462-4483** to schedule a convenient pick-up.

## Volunteer Opportunities

Volunteer support is vital to the success of our programs and events, including our Mattress & Pink Bag Events! Join us in making these experiences even more meaningful for the people we serve. To get involved, email [info@ubcf.org](mailto:info@ubcf.org).





# More Ways to Give



## Household Donations

Clearing out clutter and give your gently used items a second life by donating them to UBCF! We accept clothing, accessories, shoes, bedding, household goods, electronics, artwork, antiques, collectibles, jewelry, toys and more. Currently, household donations are accepted in New York, New Jersey, and Connecticut. Schedule a pickup at [breastcancerpickups.org](https://breastcancerpickups.org) or call **1-888-233-0856**.

## Real Estate Donations

Your real estate can make a real impact. UBCF accepts properties of any type—land, homes, or commercial buildings—nationwide, as long as they have equity. Challenges such as back taxes, mortgages, or deferred maintenance are not a barrier. If you own a property that is underused or costing you money, donating it can provide meaningful support while potentially offering a significant tax deduction. Learn more at [ubcf.givingproperty.org/home](https://ubcf.givingproperty.org/home).

## Donor Advised Funds (DAFs)

Support UBCF through a grant from your Donor Advised Fund. Simply log into your Giving Account and use the DAF Direct tool on our website to recommend a grant to United Breast Cancer Foundation. Your generosity helps us serve more patients, survivors, and families affected by breast cancer. Details available at [ubcf.org/get-involved/#donor-advised-funds](https://ubcf.org/get-involved/#donor-advised-funds).



## Workplace Giving / Combined Federal Campaign #77934

Increase your impact through your employer's workplace giving program. If your company or government agency participates, you can designate UBCF as your charity of choice. Many employers also offer payroll deduction options. UBCF is proud to participate in the Combined Federal Campaign (CFC #77934). Contact your organization's HR or corporate responsibility office to learn more.



## Bequests and Legacy Gifts

Create a lasting legacy by including UBCF in your Will or Living Trust. Legacy gifts provide long-term support for breast cancer patients, survivors, and their families—and they cost nothing today. You also retain the flexibility to adjust your plans as life changes. For more information, contact [Jacqueline@ubcf.org](mailto:Jacqueline@ubcf.org).





# Your Support Makes A Difference

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United Breast Cancer Foundation extends our gratitude to everyone who made this year possible. Your generosity, partnership, and belief in our mission have empowered us to uplift individuals and families affected by breast cancer across the country.

Because of you, UBCF continued to provide vital programs and resources - from financial assistance, education, and emotional support to donated essential items that bring comfort and dignity to those in need. Every contribution, every hour volunteered, and every act of kindness fuels our work and strengthens our impact.

Thank you for joining us in our mission to make a positive difference in the lives of those affected by breast cancer.

thank you





# Stay In Touch!



@TeamUBCF



@UBCF



@iheartubcf



@UBCF

United Breast Cancer Foundation  
P.O. Box 2421  
Huntington, NY 11743

**DONATE** ❤️

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